



LUDLOW

TIME RECORDS

LUDLOW

The cover design for this booklet is from the original rendering of the Ludlow Exhibit designed and constructed by 3 Dimensions, Chicago

LUDLOW

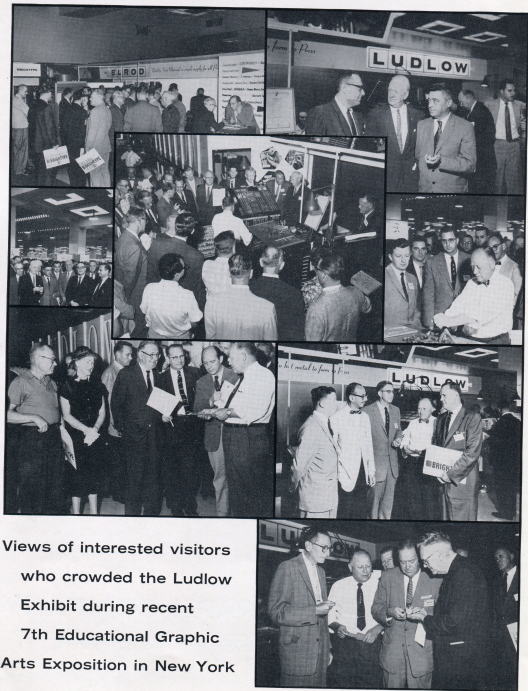
TIME RECORDS

Results of Estimating Contests at the
Seventh Educational Graphic Arts
Exposition, New York City



LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue, Chicago 14, Illinois



Views of interested visitors
 who crowded the Ludlow
 Exhibit during recent
 7th Educational Graphic
 Arts Exposition in New York

Production Time with Ludlow

To enable any one who did not have first-hand knowledge of the operation of the Ludlow System of All-Slug Composition to see for himself exactly how much time is required for producing composition the Ludlow way, a series of public demonstrations in the form of Estimating Contests was given during the Seventh Educational Graphic Arts Exposition, held in New York September 6 to 12, 1959.

During the Exposition reprint copies of representative jobs that commercial plants would ordinarily handle were on display at the Ludlow booth. Entry blanks were distributed, upon which practical printers, production executives accustomed to estimating composition and others interested could submit their estimates of the time required on the Ludlow to set and make up each job, along with the necessary time to handle the same job in single types.

The actual setting of each job on the Ludlow was witnessed by an interested and active crowd of spectators, who intently followed every step in the process of setting and distributing matrices, casting the sluglines and making up the all-slug Ludlow form. The contestant whose estimate proved to be nearest the total time actually consumed in these operations was declared winner of that particular contest.

To establish a fair comparison with the same composition in single types, each contestant also

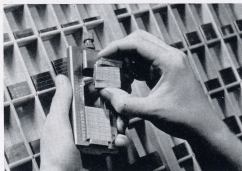
was asked to record his estimate of the time required to set and make up the same form in single types, exclusive of distribution. The average of all single type estimates was computed, and the contestant whose estimate was nearest this average was declared winner of that part of each contest.

The primary purpose of these demonstrations was not to determine the fastest possible time with a picked "expert," but by actual operation to show results that could be obtained in any plant under normal working conditions. The Ludlow operator therefore made no attempt to hurry the setting beyond a reasonable average speed. It was interesting to note, however, that in several instances users of Ludlow equipment who had allowed less time in their estimates than that actually taken, insisted that in their own plants they could make better time than was shown in the demonstrations.

The specimen jobs produced at the Exposition are shown on the pages following in this booklet, together with the actual time required to set and make up on the Ludlow, the average estimated time with both single types and Ludlow, the names of the winners with their estimates, and the names of the judges of each contest. With each of the reproduced jobs is also a general description of the manner in which it was handled on the Ludlow.

Ludlow Composition Factors

The wide difference between the time required to set these pieces of copy on the Ludlow and the average estimated time to produce the same copy in single types is accounted for by



"Gathering" Ludlow matrices means quick assembly in stick

the many operating advantages and short cuts distinctive with the Ludlow, which both facilitate and expedite production.

Even under ideal conditions, including full cases of type and a plentiful supply of spaces and quads, with single types the compositor must pick up each letter or space one at a time, insert it separately in the stick, space the line for appearance by substituting or adding other spaces and quads, and then insert thin spaces to make the line "tight to lift."

Contrast such procedure with the Ludlow method of setting typeface matrices. These matrices, orderly arranged in the case, are readily "gathered" in words or syllables by the operator's fingers traveling directly from one box compartment to another, and the assembled matrices are dropped into the stick together. No particular care is necessary to avoid "pi" during the setting, and the clean brass matrices are certainly easy to handle. The line of Ludlow matrices is then simply spaced to look right, and a turn of the screw holds it in the stick tightly enough for casting one or more lines.

If the estimates for single type composition had also taken into account the time frequently lost in the average composing room through having to "hunt for sorts" or to search for missing material, the time allowances would have been even higher. In the Ludlow-equipped plant, however, there is no such lost time, because with matrices in the cases and metal in the crucible the type supply is practically inexhaustible.

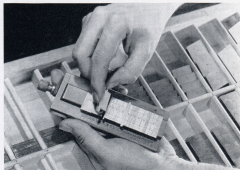
Ludlow Spacing

The matter of spacing, a most difficult part of single type composition, is surprisingly easy the Ludlow way.

One complete set of Ludlow space matrices, graduated in points or picas and contained in a small space-drawer, will take care of all sizes of Ludlow typefaces from 4 to 48-point. Sets of larger Ludlow space matrices are provided for point sizes above 48-point. The narrower Ludlow space matrices have extending "ears," which make them easily removable from the line of matrices. Corresponding sets of spaces are supplied for all italic and script typefaces.

Make-up is also a time-consuming operation in single type composition because of the careful handling necessary to prevent "pied" type, or dropped or misplaced characters. Ludlow slug-lines, however, are easy to handle, line spacing with underpinning is a matter of seconds, and in a few minutes the form can be blocked out, any borders and rules inserted, and the complete form tied up. This provides a rigid, easy-to-handle block of composition which will stay that way, with no danger of "pi," "pull-outs" or press work-ups.

In a number of the typical ad and job pieces in the Estimating Contests, practical use was made of the Ludlow Self-Quadding and Self-Centering Sticks. With these sticks the lines of matrices are automatically quadded out, the self-quadding stick being used for flush-left or flush-right lines, and the self-centering stick for all centered

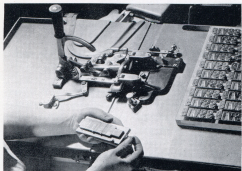


Ludlow lines are easily spaced out—no spacing "tight to lift"

measures, as well as for flush-left or flush-right composition. The use of these sticks materially reduces setting time. In some of the reproduced jobs, several lines to be centered or quadded-out were handled more effectively with these sticks.

Ludlow Multiple Forms

Few printers would attempt to set in single types the 8-up label form shown in this booklet, knowing in advance that they would run out of sorts before the job was half finished. With the



Ludlow typefaces are cast on slugs in any desired quantity

Ludlow, however, this was one of the easiest jobs to produce. From a single setting of matrices for each of the four lines, eight sluglines were repeat-cast, and the 8"x9½" form was completely made up ready for printing in 11 minutes and 43 seconds.

This multiple form not only demonstrated the rapidity of producing quantity Ludlow composition, but also emphasized the all-round economy that may be effected in all printing operations by handling such jobs the Ludlow way.

Ludlow Ruleforms

Since office forms constitute such a large part of the average printer's production, and their setting is so time-consuming, Ludlow ruleforms were given a prominent place in the Estimating Contests. In Ludlow-set ruleforms, horizontal rules with intersecting vertical-rule sections corresponding to the spacing between lines, and cast on the same slug, are repeat-cast in numbers sufficient for the whole job from a single setting of Ludlow ruleform matrices.

Even on forms more complicated than those illustrated, this method reduces ruleform composition to the simple operation of assembling the proper Ludlow ruleform matrices, and then slug-casting both horizontal and vertical rules in a single operation. Box headings and inserted lines of type are cast in their proper position on the slug, and assembled with the rule-slugs to make up the forms. Because of the ingenious and exclusive Ludlow slug-aligning interlock, which is cast in the rule-slug from a special

matrix, the vertical-rule sections are held in positive alignment, producing a solid, easily-handled form in lockup and printing.

Ludlow Time-Saving

These demonstrations completely and satisfactorily answered the question, "How can Ludlow matrices be hand-set, the line cast, and the matrices distributed as fast as single types can be set?" The answer was found in large degree in simplified hand-setting and spacing of matrices, in elimination of many operations that are essential in single type composition, and in the recognized time-saving of all-slug composition and make-up. Even those visitors not familiar with the Ludlow were impressed by the quiet simplicity of slugline casting—and the ease with which typefaces of varied design and many point sizes were cast without any machine or mold changes whatever.

Other "short cuts" which are developed by individual Ludlow operators as "easy ways to do hard jobs" further contributed to lessen production time on these examples, and are just as helpful in daily use of the Ludlow.

Simplicity and true flexibility, which make for economy of time and the absence of waste motion, were major objectives in the original conception of the Ludlow System of All-Slug Composition, and they have continued to be the dominating objectives as the equipment has improved and the scope of its utility widened. In



Ludlow sluglines are easy to handle in make-up and lockup

many plants the Ludlow is the basis of all display and job composition.

Additional information about the production of any of the specimens shown in this booklet, and further facts regarding the economy and efficiency of Ludlow operation, will be sent to you gladly upon request.

Statements from Ludlow Users . . .

Based Upon Actual Experience

"Unlimited supply of new type"

From a letter by Herbert J. Pate of Madill, Oklahoma, publisher of the weekly newspaper, THE MADILL RECORD—

"We are well pleased with the operation of Ludlow in our weekly plant. It is making money for us. The real saving comes in having an unlimited supply of new type available all the time for ads and job work, permitting us to let forms stand when needed, and in the elimination of having to throw type back into the cases. We have been able to pick up several jobs that we could not handle heretofore—simply because we now have the necessary amount of type in all-slug form available on the Ludlow."

Herbert J. Pate

"Quality begins in the composing room"

From a letter by Walter Mitziga of Chicago, Illinois, owner of the commercial printing plant, SOUTH SHORE PRINTERS—

"Quality is the objective of our business because quality makes one firm stand out over another. In the printing business quality begins in the composing room. We set slug composition on our two Ludlow machines with all the fine spacing we used to think could be done only by handsetting of single type. We are convinced Ludlow pays dividends in better quality composition and lowers costs by ease of setting and handling, and if we had it to do over again we certainly would install Ludlow equipment."

Walter Mitziga

Speed: "I saw this demonstrated"

From a report on the New York 7th Educational Graphic Arts Exposition by Carlos Vélez R., president of the printing and publishing company, "Editorial Gran-america Ltda." of Medellin, Colombia, in the newspaper, EL COLOMBIANO—

"For the setting of display type in advertising and as used in newspapers and periodicals, Ludlow equipment continues to be preferred . . . Because of the simplicity of the system and the ease of handling matrices and slugs, the Ludlow operator compensates for what some regard as normally slow handsetting, and here at the Exposition in the presence of thousands and thousands of persons, contests were held before judges with stop watches to show how the Ludlow operator could completely set and make up a job consisting of 18 lines of type and rule, two newspaper columns wide and over six inches long, in approximately 9½ minutes. I was chosen to be one of these judges by directors of the Ludlow Typograph Company when we visited the stand, and I saw this demonstrated."

Carlos Vélez R.

Fall Clearance of all Silk Dresses

\$35

Colorful silks available in varied styles for every occasion—glowing solid tones, splashy prints and neat geometric designs. Sizes 10-24.

Silk Shop

THE MIRACLE MILE

ROCHESTER, MINNESOTA

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: W. J. Ragsdale, Easley Progress, Easley, S. C.

Winning estimate for Ludlow-set job: 13 minutes 5 seconds

Actual time for Ludlow-set job: 12 minutes 48 seconds

Single Type: Ed. Weber, Copy Desk-Etc., Inc., Santa Monica, Calif.

Winning estimate for all single type: 1 hour 10 minutes

Average of all single type estimates: 1 hour 8 minutes

JUDGES:

A. E. Rosene, Production Mgr. Ridder Newspapers, St. Paul, Minn.

Myron F. Lewis, Publisher Graphic Arts Monthly, Chicago

The four display lines in 72-point in this ad were set in a one and one-quarter inch self-quadding stick. A seven-eighths inch self-quadding stick was used in setting and casting the remainder of the ad. The line "Silk Shop" was cast flush right by setting in the self-quadding stick and inverting the matrices. The rules were Ludlow-cast.

Annual Sale

entire stock of our finest tri-textured

CARPET

popular in the modern home

\$8⁹⁵

per yard, 48 inches wide

Blue, Rose, Green, Gold, White, Beige

MODERN HOUSE RUG CO.

Broadway & Milton

Chicago

The signature and rules were set in a self-quadding stick. Other lines were set in a self-centering stick. Superior figures were used in the price line, thereby eliminating the necessity of spacing in the dollar mark, offsetting the line or casting it on two slugs. (The operator made an error in setting this ad, which required 38 seconds to reset and to place the line in the form.)

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: Jim Cummings, State Register, Laurel, Del.
Winning estimate for Ludlow-set job: 11 minutes 5 seconds
Actual time for Ludlow-set job: 11 minutes 1 second

Single Type: Rudy Masi, Midtown Typesetters, New York City
Winning estimate for all single type: 48 minutes 15 seconds
Average of all single type estimates: 48 minutes 6 seconds

JUDGES:

Rudolph Unseld, Gus Unseld's Sons, Grand Rapids, Mich.
Bernard Siegel, Saxony Printing Co., Inc., New York City

TELEPHONE ANDOVER 3-4592

DATE _____ 19____

NAME _____

ADDRESS _____

[illegible]

Ralph I. Squire, Rochester Institute of Technology, Rochester, N. Y.
Robert Black, Gen. Mgr. Western Printer & Lithographer, Los Angeles
Edward H. Owen, Editor Printing Production, Cleveland, Ohio

The ruleform section of this job was produced from a single setting of Ludlow ruleform matrices, and while they were being repeat-cast, the lines for the type inserts were being set with a four-piece indentation in a Lining Plate self-quadding stick. The top part was set and cast in a Lining Plate Stick with horizontal rule blocks. In making up this form, the type lines fitted snugly under the overhanging portions of the rule-slugs, and the entire form was composed of full-length slugs, with all ruleform units cast and held in proper position by means of Ludlow interlocking slug-aligning matrices.

Erster grosser Saison- und-Inventer

Ausverkauf

Straßenanzüge	DM 132.50 bis	65.50
Sportanzüge	DM 123.50 bis	62.30
Mäntel	DM 160.50 bis	95.50
Lederjacken	DM 95.50 bis	45.50
Oberhemden	DM 26.80 bis	5.75
Sporthemden	DM 28.60 bis	5.90

Herren-Moden Höchst

Höchst am Main

Untere Hofmühlengasse 2

The headings and the firm name were set in the self-centering stick. The address, ornaments and rules were set in a regular loose-side stick. The prices of the first line were justified. On additional lines it was necessary only to change figures and make a single justification between items and the "DM." [The operator who set this ad was not familiar with German. A mistake was made in one line, requiring resetting; it took 42 seconds.]

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: O. F. Good, Lawhead Press, Inc., Athens, Ohio
Winning estimate for Ludlow-set job: 17 minutes 40 seconds
Actual time for Ludlow-set job: 17 minutes 39 seconds

Single Type: E. D. Frank, Prod. Mgr. Stars & Stripes, Darmstadt, Germany
Winning estimate for all single type: 1 hour 5 minutes
Average of all single type estimates: 1 hour 10 minutes

JUDGES:

Eino E. Wigren, Type Director Baker-Britt Corp., Newark, N. Y.
P. Flores and A. Casillas, Talleres Graficos de La Nacion, Mexico City

The Purple Sage Motel



Private swimming pool . . . children's
playground . . . golf course nearby

•

Top entertainment and dancing
nightly . . . two dining areas, cocktail
lounge and snack bar . . . TV and
Hi Fi in guest rooms.

•

Panoramic view Phoenix, Arizona

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: Talbot Patrick, Herald Publishing Co., Rock Hill, S. C.
Winning estimate for Ludlow-set job: 14 minutes 7 seconds
Actual time for Ludlow-set job: 14 minutes 23 seconds

Single Type: Ed. Seeger, Francis-Dreher Co., New York City
Winning estimate for all single type: 1 hour 10 minutes 30 seconds
Average of all single type estimates: 1 hour 12 minutes

JUDGES:

Al M. Ellentuch, Atlas Publishing Co., Inc., New York City
Glenn M. Pagett, Supt. Typographic Service Co., Inc., Indianapolis, Ind.

All of the lines in this ad were set and cast with the Ludlow self-quadding stick. The four-line heading was cast flush left by aligning the heading at the right and quadding out to the left. The other lines were cast flush left by carrying seven and one-half pica quads in the front of the stick. The 11-pt. shell-high illustration was kept in place by double-sided Scotch tape and was solidly supported by the blank portion of the type slugs. The rules were Ludlow-cast.

CAREFUL

The contents of this carton are breakable
The Allied Company
4560 EAST KENSINGTON AVE. TOPEKA, KANSAS

CAREFUL

The contents of this carton are breakable
The Allied Company
4560 EAST KENSINGTON AVE. TOPEKA, KANSAS

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The contents of this carton are breakable

The Allied Company

4560 EAST KENSINGTON AVE. TOPEKA, KANSAS

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: Salvador Baeza, Impresora Baeza, Guadalajara, Mexico

Winning estimate for Ludlow-set job: 11 minutes 45 seconds

Actual time for Ludlow-set job: 11 minutes 43 seconds

Single Type: John M. Bowen, Superior Type, Inc., Atlanta, Ga.

Winning estimate for all single type: 1 hour 45 minutes 58 seconds

Average of all single type estimates: 1 hour 43 minutes

JUDGES:

Frank C. McClure, Inland Printing Co., Springfield, Mo.

George P. Chandler, Chandler-Warters Co., Inc., Knoxville, Tenn.

Produced by multiple casting of eight slugs from a single setting of each of four lines of copy. By automatically repeat-casting the rules with one stick while setting and letter-spacing the word "CAREFUL" in the copy, the operator began production immediately, and similarly handled each succeeding line as multiple casts of the preceding line were being made.

Dollar Days

Friday and Saturday

CHERRY VALLEY—Reg. Price 39c

Asparagus Spears 3 8-OZ. PKGS. \$1⁰⁰

CHERRY STAR—Reg. Price 35c

Mandarin Oranges 6 8-OZ. PKGS. \$1⁰⁰

CHERRY VALLEY—Reg. Price 2/39c

Chopped Broccoli 6 8-OZ. PKGS. \$1⁰⁰

HARTEX—Reg. Price 29c

Sliced Pineapple 4 18-OZ. CANS \$1⁰⁰

MARY DUNBAR—Reg. Price 29c

Brussels Sprouts 4 8-OZ. PKGS. \$1⁰⁰

CHERRY VALLEY—Reg. Price 2/39c

French Cut Beans 6 8-OZ. PKGS. \$1⁰⁰

CHERRY VALLEY—Reg. Price 2/29c

Chopped Spinach 8 8-OZ. PKGS. \$1⁰⁰

Raymonds

1900 WEST SHERIDAN ROAD

CHICAGO

This food store ad was produced with the use of the special two-line Ludlow food store logotypes and superior-figure matrices. Such composition is readily set by simply assembling the letter matrices, figure matrices, logotypes, and superior-figures in one stick and casting on a one-piece slug, eliminating cutting and double justification. The lines containing the brand names and regular prices were set in a self-quadding stick indented five picas. It will be noted that the brand names and regular prices are repeated several times. Because of ease in making minor changes and in recasting, considerable time is saved in producing such lines the Ludlow way. Other lines in the ad were centered on the measure. The rule was Ludlow-cast.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: George Van Rhee, Chase Printing Co., St. Paul, Minn.
Winning estimate for Ludlow-set job: 21 minutes 3 seconds
Actual time for Ludlow-set job: 21 minutes 14 seconds

Single Type: R. C. Brocius, Supt. News-Press, Fort Myers, Fla.
Winning estimate for all single type: 1 hour 30 minutes
Average of all single type estimates: 1 hour 25 minutes

JUDGES:

Wayne V. Harsha, Editor Inland & American Printer & Lithographer, Chicago
Harvey Schieber, Copley Los Angeles Newspapers, Los Angeles

2578 NORTH WINSTON STREET

DAVIDSON, OHIO

DATE _____ 19____

[illegible]

WINNERS:

Winning estimate for Ludlow-set job: 11 minutes 50 seconds

Single Type: A. J. Evans, Evans-Jorgenson Ltd., Port Arthur, Ont.

Average of all single type estimates: 1 hour 20 minutes 10 seconds

JUDGES:

A. W. Hachmeister, Editor & Publisher Marking Industry, Chicago

This form was produced by multiple casting of Ludlow ruleform matrices from a single one-line setting of these matrices. While the rule section was being repeat-cast, the type lines, rules and box headings at the top were being set and cast in another stick. A unique feature of the Ludlow ruleforms is the use of a Ludlow interlocking rule matrix in each line, which holds the horizontal slugs firmly in position, assuring alignment of all horizontal and vertical rules.

Elegantes Sacos de Sport

*en los tejidos y colores de mayor
novedad para este invierno.*

Corte Perfecto.

Confección Esmerada . . . y

Fíjese a que Precios!



This ad was set and cast with the Ludlow self-quadding stick. All lines were set flush left except the second and third lines. For these lines, a two-pica quad was placed at the front end of the stick. The 11-point shell-high reverse plate was held in place by the use of double-sided Scotch tape and was solidly supported by Ludlow blank slugs. This does away with sawing and fitting around wood-mounted logotypes and the consequent troublesome make-up. The rules were Ludlow-cast. (The operator who set this ad was not familiar with Spanish.)

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: Alfredo Bisordi, Grafica Urupis S.A., Sao Paulo, Brazil
Winning estimate for Ludlow-set job: 9 minutes 29 seconds
Actual time for Ludlow-set job: 9 minutes 30 seconds

Single Type: Clarence Johnson, Neely Printing Co., Chicago
Winning estimate for all single type: 48 minutes
Average of all single type estimates: 49 minutes

JUDGES:

M. Kegan, Kegan S. Ac., Santiago, Chile
Lic. Higinio Pintado Rivero, Manufacturas Gar-Go S. A., Mexico City

season end reduction

Now in progress—Daily

3rd floor

Suits	\$50
Dresses	\$35
Coats	\$45

5th floor

Gowns	\$40
Lounging Suits	\$23
Wraps	\$35

Our Greatest Selections Ever

Choose Now During September Layaway

Jansen Bros.

1809 WEST VAN BUREN STREET, BOULDER, COLORADO

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: F. R. Powell, Grubb Stamp & Printing Co., Norfolk, Va.

Winning estimate for Ludlow-set job: 16 minutes 20 seconds

Actual time for Ludlow-set job: 16 minutes 30 seconds

Single Type: Gerald Coleman, Devonshire Press, Quincy, Mass.

Winning estimate for all single type: 1 hour 15 minutes

Average of all single type estimates: 1 hour 20 minutes 10 seconds

JUDGES:

Samuel Varley, Comp. Room Supt. New York Daily News, New York City

R. L. Hutchings, Editor British Printer, London, England

The heading and the signature lines of this ad were set and cast flush left or flush right in self-quadding sticks. The 18-pt. italic lines were set in the self-centering stick, using angle quads. Other lines were set in a regular stick, using superior dollar marks. The spacing and the period leaders for the items were kept in the stick, making a single justification between periods and items and enabling quick changes in price figures. The rules were Ludlow-cast.

Railroad Transfer Agency

RIVER FOREST TERMINAL, WEST CHICAGO

Driver's Daily Report

DELIVERED TO _____

ADDRESS _____

DATE _____ LBS. _____

DELIVERED TO _____

ADDRESS _____

DATE _____ LBS. _____

DELIVERED TO _____

ADDRESS _____

DATE _____ LBS. _____

DELIVERED TO _____

ADDRESS _____

DATE _____ LBS. _____

DELIVERED TO _____

ADDRESS _____

DATE _____ LBS. _____

The five identical blocks of copy in this form were obtained by setting the three Lining Plate Gothic lines once, and then repeat-casting each line five times. Ludlow Lining Plate Gothic typefaces align at the bottom with the Ludlow horizontal rule matrices of various lengths, making rule blanking easy and rapid. The Ludlow self-centering stick was used for the four centered lines and also for the ornamental dot at the top.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: Mark Huber, West Bend News, West Bend, Wis.
Winning estimate for Ludlow-set job: 9 minutes 39½ seconds
Actual time for Ludlow-set job: 9 minutes 42 seconds

Single Type: Matthew C. Ruby, Authenticated News, New York City
Otto Schilffarth, Jr., O. L. Schilffarth & Co., Inc., Milwaukee, Wis.
Winning estimate for all single type: 1 hour 10 minutes
Average of all single type estimates: 1 hour 10 minutes

JUDGES:

Don Barron, Publisher Art Direction, New York City
Carlos Velez R., Editorial Granamerica Ltda., Medellin, Colombia
George W. Welsh, George W. Welsh Co., Grand Rapids, Mich.

Book Sale

for Mid-Summer Reading

Retail values up to \$6.00
sale price **\$2.00** each volume

THE ART OF PLAIN TALK

by Rudolf Flesch

SPRING ON AN ARCTIC ISLAND

by Katherine Sherman

THE STORY OF PHILOSOPHY

by Will Durant

THE DEAD SEA SCROLLS

by Millar Burrows

► Mail orders accepted

PUBLISHERS OUTLET

1500 WEST HARRISON ST., MINNEAPOLIS, MINN.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: R. J. Murko, Murko Printing Service, Rochelle Park, N. J.
Raymond L. Barrett, Barrett Press, Newport, N. H.

Winning estimate for Ludlow-set job: 16 minutes 30 seconds

Actual time for Ludlow-set job: 16 minutes 42 seconds

Single Type: F. Les Smith, Smith & Miles Pty. Ltd., Sydney, Australia

Winning estimate for all single type: 1 hour 10 minutes

Average of all single type estimates: 1 hour 12 minutes

JUDGES:

Boyce Brogdon, Composing Room Supt. Norfolk-Portsmouth
Newspapers, Norfolk, Va.

W. R. Adamson, V.P. & Gen. Mgr. Mono-Lino Typesetting Co. Ltd., Toronto

All lines of this ad were set and cast with a Ludlow self-centering stick except those lines listing the book titles and authors' names. The book titles were set flush left with a three-pica quad at the front of the stick. The authors' names were inverted in the stick before casting the slug, flush right make-up. The rules were Ludlow-cast.

COMPLETE SERVICE

**E
L
E
C
T
R
O
N
I
C
S**

JAMES ELECTRIC CO.

52nd and Andover - Rochester, N. Y.

Set and cast entirely with a Ludlow self-centering stick. The lines were cast at almost the maximum rate of casting by simply changing the matrices for each letter of the word "ELECTRONICS."

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: Henry T. Eulner, Thorn Printing Service, Middletown, N. Y.
Winning estimate for Ludlow-set job: 6 minutes 10 seconds
Actual time for Ludlow-set job: 6 minutes 18 seconds

Single Type: John Bragg, Courier Printing Co., Inc., Murfreesboro, Tenn.
Winning estimate for all single type: 34 minutes 30 seconds
Average of all single type estimates: 35 minutes

JUDGES:

David Maclellan, Ed. & Mgr. Canadian Printer & Publisher, Toronto
Robert B. Konikow, Managing Editor Advertising Requirements, Chicago
Albert J. Baisch, Publishers Typographic Service, Inc., Westwood, N. J.

*Quick
Clearance*

500 White

Dress Shirts

\$4⁸⁵

Values to 8.75

Every shirt crisp from the box
Available in 4 collar styles—all sizes

Available in 4 collar styles—all sizes

Silk Ties

In a wide variety of patterns and colors

\$125

Murry Shop

50 EAST WASHINGTON SHEBOYGAN, WIS.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS:

Ludlow-set: Meyer Rebert, Diamond Press, Baltimore, Md.

Winning estimate for Ludlow-set job: 15 minutes 30 seconds

Actual time for Ludlow-set job: 15 minutes 29 seconds

Single Type: Marilyn Glenn Davis, Bus. Mgr. Glenn Printing Co.,
Gastonia, N. C.

Winning estimate for all single type: 1 hour 17 minutes

Average of all single type estimates: 1 hour 15 minutes

JUDGES:

Julius E. Curley, President Curley Printing Co., Nashville, Tenn.
Ernest F. Trotter, Editor Printing Magazine, New York City

All the lines in this ad were produced with Ludlow self-quadding and self-centering sticks, which respectively quad out or center composition on any measure. The ad itself demonstrates the wide variety of typefaces and type sizes obtainable for the Ludlow. The type all obtained from a single machine, without mold or machine changes. The Ludlow superior-figure matrices shown align at the top with price figures, the combination being cast as one unit. The border, "pieces" or cutting in. The border also was produced on the Ludlow, having been repeat-cast automatically in lengths sufficient for make-up while the operator was spacing out the form.

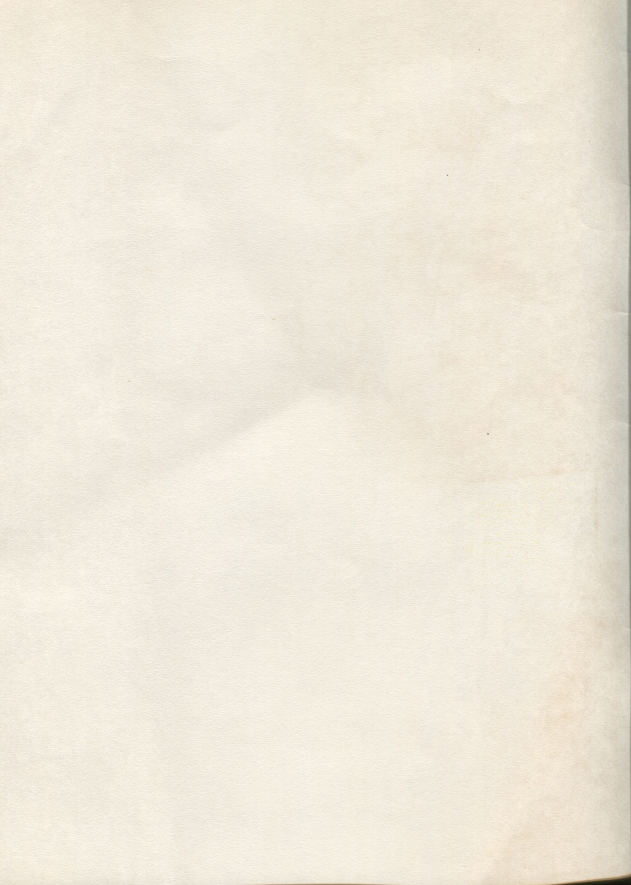
24 Reasons

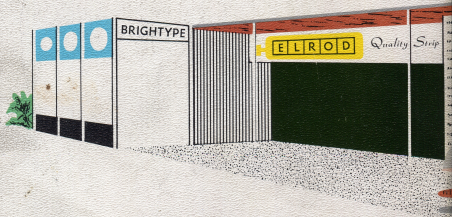
why LUDLOW leads in
Economy, Efficiency, Quality
... and only with LUDLOW can
you gain all these advantages

- Dependable type supply—never runs out
- Typeface designs to meet all printer's needs
- Full range of type sizes—wide selection of styles
- Always-new, unbroken letters
- Quick change of typeface or pointsize
- No lost motion with matrix "gathering"
- Easy alignment of different type sizes
- Rapid and easy spacing of lines
- Economical all-slug make-up
- Multiple forms by repeat-casting
- Rapid self-quadding and self-centering
- Used effectively by the average compositor
- Long lines with a single justification
- Unbreakable italic and script typefaces
- Easy, accurate and square lockup
- Slugs withstand severe molding pressure
- No press work-ups—no stop-and-go presswork
- Accurate slug-height reduces make-ready
- Standing forms with minimum investment
- Forms once O.K.'d stay correct
- Simple in mechanism and operation
- Economical composition of ruleforms
- All operating time chargeable
- Minimum floor space requirements

LUDLOW TYPOGRAPH COMPANY

2032 Clybourn Avenue, Chicago 14, Illinois





LUDLOW

TIME RECORDS